Case 1:07-cv-11135-JSR Document 24-8 Filed 05/08/2008 Page 1 of 20

#### **Todd Kremin**

From:

Henry Warner

Sent:

Tuesday, May 23, 2006 3:46 PM

To:

'Andrew Worden'

Cc:

'mcs@barronpartners.com'

Subject:

BIOSAFE

Attachments: Retail proforma 5-23-06 1.2.xls; Catalog 1.8.pdf

#### Andrew and Matt:

Thank you for the opportunity to talk to some of your references. All reports were absolutely excellent.

BIOSAFE had planned to spin out its retail drug division by the end of June and has been working with others to this end. If you are interested, we would like to discuss working with your group instead.

Please review the attached financials. We are now in 14,000 stores having just added 5,000 Walgreens stores this month.

Our typical method of transfer is to license the products and existing contracts which should simplify the transaction.

We look forward to your thoughts and comments.

#### Hank

Henry A. Warner Chief Executive Officer BIOSAFE Medical Technologies, inc. 847-234-8111

Case 1:07-cv-11135-JSR	Document 24-8	Filed 05/08/2008	Page 2 of 20	

Confidential	% of Revenue	Income Taxes	Pre Tax Profit (Loss)	Interest Income	EBIT % of Revenue	Depreciation and Amortization	% of Revenue	Total S,G & A	Other Expenses Travel & Entertainment	General insurance Bad Debt @ 2%	Professional	Payroll Tax & Benefits	Other Salaries	Selling, General and Administrative Sales and Commissions 6	% of Net Revenue	Royalty to Blosare		COGS-Biosafe Products	Revenue via Acquisition  Total Revenue		New Development Internet	Rapid Allergy	Anemia Meter	Hemoglobin A1c	PSA	Cholestestol Panel	Product Revenue:	<b>P</b> ri INTE
	ļ		i i			1		-						6%		,	8% *	€9						<del></del>	· <del>•</del>	€9-6	Ð	Re ojected RNAL U
INTER	26%	246,123 <b>410,206</b>	656,329	12,000	044,329 41%	C 4 4 2 20	41%	137,330 644,329	AND REAL PROPERTY OF THE PROPE	31,657		15,739	ı	89,935	49%	- 1	126.627 \$	674,552 \$	1,582,838		125,887	ı f		552,300 \$	_	255,906 \$		Retail Newco Projected Income Statement INTERNAL USE ONLY - Confidential 2005 (as if)
INTERNAL USE ONLY	17%	1,097,153	1,755,445	3	26%	220,000 1 755 445	30%	1,975,445	50,000	132,860	50,000 50,000	57,814	190,000 60,000	140,368	41%	2,754,348	531,439 \$		6,642,994	4,000,000	455,289		209,250	437,238 \$		471,192 \$	450.450 \$	ent ential 2006 2007
	19%	2,601,343	4,162,149	58,510	29%	265,000 <b>4.103,639</b>	31%	4,368,639	75,000	279,022 156 166	60,000	181,380 75,000	120,000	466,460	46%	6,351,667	1,116,086 \$	3,123,325 \$	13,951,078	5,600,000	865,123		781,200 1 276 800		1,083,750 \$ 691.530 \$	1,218,600 \$	1,145,375 \$	
	2,1.7	4,489,898	7,183,837	24,091	33%	315,000 <b>7,159,747</b>	33%	7,474,747	100,000	428,893 241.254	80,000	249,332 81 000	120,000	774,752	48%	10,199,978		4,825,089 \$	21,444,638	7,840,000	1,038,148	1,871,250	2 394 000		699,300 \$	1,706,040 \$		2008
2/14	- A-	6,188,842	<b>9,902,148</b> 3 713 305	59,891	34%	370,000 <b>9,842,257</b>	200	10,212,257	100,000 3 408 147	5/8,10/ 319,345	80,000	307,287 87,480	180,000	1,025,929 730,000	41%	13,620,404	2,312,426	6,386,897 6,585,600	28,905,327	10,976,000	1,245,777	3,742,500	2,992,500	2,761,500	932,400	1,827,900	1,886,500	2009
4/20/2000 10:40 7181	0/000010:46 014			÷			·																					

Total Liabilities

Notes Payable - Long Term Other Long Term Liabilities Notes Payable - Current

**Total Current Liabilities** 

0

267,327

549,043

754,686

949,319

Compliance Accrual

Payroll and Payroll Taxes

A/P Trade

**Ending Retained Earnings** Current Period Income(Loss) Beg Retained Earnings

Total Stockholders Equity

0

12,864,481

13,047,539

16,693,081

24,276,556

0

12,597,153

15,198,496

19,688,395

25,877,237

1,097,153 1,097,153

3,698,496 2,601,343 1,097,153

4,489,898 8,188,395

14,377,237 8,188,395 **6,188,842** 

3,698,496

0

0

11,500,000

11,500,000

11,500,000

11,500,000

0

267,327

(2,700,000) (2,150,957)

(2,995,314)

(1,600,681)

(2,550,000)

(3,750,000)

Common Stock

Newco Retail Confidential Confidential Projected Balance Sheet INTERNAL USE ONLY

Annual 2005

Annual 2006

Annual 2007

Annual

2008

Annual 2009

2,925,48

948,999 100,000

1,993,011 1,204,528

2,994,56 3,063,520

200,000

250,000 10,000

> 4,129,332 2,400,000

6,657,224

10,000

10,000

Cash

Accounts Receivable (net of allowance)

Inventories

Property, Equip & Cap Devi Costs, net Goodwill

Refundable Deposits Prepaid Expenses

Total Current Assets

Product Licenses

0

4,800,000 **12,864,481** 

13,047,539

16,693,081

24,276,556

6,960,000 4,000,000

6,280,000

5,560,000 4,000,000

137,327 100,000 30,000

349,043 140,000 60,000

514,686 150,000 90,000

669,319

120,000 160,000 0

80,000 4,000,000

80,000

95,000 4,000,000

120,000

0

3,984,481

3,407,539

6,318,081

13,196,556

10,000

**Total Assets** 

Confidential

Case 1:07-cv-11135-JSR	Document 24-8	Filed 05/08/2008	Page 4 of 20

	Ouse	1.07	OV	11100			,00	am	OH L	240	1 110	Ju v	50/(	00/200	,0 1	age -	7 01 2	_0	
2,500,000 @ \$ 5,000,000 @ \$ 1,500,000 @ \$ Confidential 500,000 @ \$ Confidential 2,666,666 \$ Ending \$ Value at Issued Price	Beginning \$ Value at Issued Price Shares Issued During Period - \$	Shares Issued During Period - # Ending Share Count	Beginning Shares Issued/Outstanding	Projected Capitalization Table		License Amort years			Fixed Assets	Projected Long Term Asset/Liability Work Schedule		Ending Cash and Reserve for Future Development	Issuance of common stock, net of fees	Issue of Note Payable for License Repayment of Note Payable	Depreciation/Amortization  Net PPE decrease (increase) including capitalized R & D	Current assets Current liabilities	Net income (loss) Change in working capital (less cash):	Beg. Cash and Reserve for Future Development	Newco Retail Projected Statement of Cash Flow
@ \$ 1.00 @ \$ - @ \$ 1.00 @ \$ 1.00 \$ 1.50 Issued Price	at Issued Price ing Period - \$	ing Period - # int	ssued/Outstanding	INTERNAL USE ONLY Confidential	Ending Balance	Beg. Balance 25 Amortization	Ending Balance	Purchases/Cap R&D	Beginning Balance	ork Schedule NLY Confidential		evelopment			apitalized R & D			<i>r</i> elopment	Confidential INTERNAL USE ONLY
INTERNAL USE O		0		Annual 2005	0	0 0	0	Navoli de Legales de Angeles de Caracter de La Caracter de Caracter de Caracter de Caracter de Caracter de Cara	0	Annual 2005	0	Willy company and a second sec	0		0	0			Annual 2005
5,000,000 5,000,000 500,000 12,000,000	0	12,166,666 <b>12,166,666</b>	0	Annual 2006	4,800,000	0 (200,000)	80,000	100,000	(20,000)	Annual 2006	0	2,925,481	11,500,000	(4,000,000) 2,500,000 (2,500,000)	220,000 (5,100,000)	(1,058,999) 267,327	1,097,153	0	Annual 2006
12,000,000	12,000,000	12,166,666	12,166,666	Annual 2007	5,560,000	4,800,000 (240,000)	80,000	25,000	80,000 (25,000)	Annual 2007	0	1,204,528	0	(2,700,000)	265,000 (1,025,000)	(1,144,012) 281,716	2,601,343	2,925,481	Annual 2007
12,000,000	12,000,000	12,166,666	12,166,666	Annual 2008	6,280,000	5,560,000 (280,000)	95,000	50,000	80,000 (35,000)	Annual 2008	0	2,994,561	0	(1,050,000)	315,000 (1,050,000)	(1,120,509) 205,644	4,489,898	1,204,528	Annual 2008
4/28/2008 <b>12,000,000</b>	12,000,000	12,166,666	12,166,666	Annual 2009	6,960,000	6,280,000 (320,000)	120,000	75,000	95,000 (50,000)	Annual 2009	0	6,657,224	0	2,000,000 (800,000)	370,000 (1,075,000)	(3,215,813) 194,633	6,188,842	2,994,561	Annual 2009
4/28/200810:46 AM 1 <b>0,000</b>																			

			Send-in				Rapid tests		Total
,	Cholestestol	HST	PSA	Hemoglobin	Disease Mangt Anemia Meter	Anemia Meter	Rapid Allergy	New	
Year	Panel			A1c	Kits			Development	
2005									
Stores	2,400	4,200	4,200	200	750	10	0		
Kits per Store/year	ō	ယ	4.	4	80		ω		
	14,400	12,600	16,800	800	60,000	300	,	ı	
Unit Price	\$ 19.25 \$	20.31 \$	21.25 \$	12 95	9 21	\$ 13.05	ī		
Revenue 2005	\$ 277,200 \$	255,906 \$	357,000 \$	10,360 \$	55		5	٠.	\$ 1,456,951
COGS 2005	\$ 98,525 \$	101,836 \$	126,865 \$	4,523 \$		\$ 82	825 \$ -	•	
		444 Historich (Checkbronger von manne and andersonder ender			STATISTICS OF THE STATISTICS O				
My confinition of the control of the									

Newco Retail

Volume, Pricing and COGS

12,000 14,000 14,000 9,000 4,500 15,000 15,000 7 6 6 6 40 4 8
14,000 9,000 4,500 15,000 6 6 40 4
84 000 84 000 54 000 180 000 60 000
\$ 20.31 \$ 21.25 \$ 12.95 \$ 9.21 \$ 13.95 \$ \$ 1,706,040 \$ 1,785,000 \$ 699,300 \$ 1,656,900 \$ 837,000 \$ 2 \$ 678,909 \$ 634,326 \$ 305,316 \$ 950,400 \$ 165,000 \$

\$ 3,742,500 \$ 825,000	13.95 \$ 19.95 \$ 24.95 627,750 \$ 2,992,500 \$ 3,742,500 \$ 16.683 123,750 \$ 1,120,350 \$ 825,000 \$ 6,137		2,761,500 \$ 1,584,000 \$	\$ 932,400 \$ \$ 407,088 \$	7,912,500 679,635	1,827,900 \$ 727,403 \$	1,886,500 \$ 670,516 \$ Cholesterol	2009 S	Revenue
A	>	15,000 3 45,000		12,000 6 72,000	15,000 6 90,000	15,000 6 90,000	14,000 7 98,000	<del></del>	Stores Kits per Store/year Unit Price

#### Newco Retail **Employee Listing**

Position	2005	2006	2007	2008
President		200.000	200,000	200.000
Chief Accountant		75,000	75.000	75,000
VP Sales		135,000	135,000	135,000
Brand Manager(2)		80,000	80,000	160,000
Sales Assistant		45,000	45,000	45,000
Admin		35,000	35,000	35,000
Total	-	570,000	570,000	650,000

2009	
200,000	
75,000	
135,000	
240,000	
45,000	
35,000	
730,000	



### **CATALOG**

**OF** 

## **DIAGNOSTIC PRODUCTS**

2006 APRIL
BIOSAFE Medical Technologies, Inc
100 Field Drive, Suite 240 Lake Forest, Illinois 60045 847-234-8111

# BIOSAFE Medical Technologies Table of Contents

4.	TO .	Page
l)	····	-
	a) Cholesterol Panel – Traditional*	100
	b) Thyroid (TSH) – Traditional*	2
	c) Prostate (PSA) – Traditional*	3
	d) Allergy Screen – Traditional*	4
	e) Anemia Meter	5
	f) Anemia Pro	6
	g) Anemia Sure	7
	h) Anemia Hemo-Quant	8
	i) IgE-Mediated Allergic Asthma Panel – Traditional*	16
2)	Disease Management	
,	a) Cholesterol Panel – Traditional*	_
	b) Thyroid (TSH) – Traditional*	1
	c) Prostate (PSA) – Traditional*	2
	d) Diabetes (A1c) - Traditional*	3
	e) Liver Panel (GGT, AST & ALT) – Traditional*	9
	27 27 of Fallo (OOT, ADT & ADT) - Hadmonar	17
3)	Trestation of Development	
	a) Anemia Hemo-Quant (Professional; Retail)	8
	b) Rapid Liver ALT	10
	c) Rapid PSA (Professional)	11
	d) Rapid Allergy Screen (IgE)	12
	i) Rapid Allergy Panel (Test by Category - Trees, Grasses, etc.)	13
	(1) Rapid Allergy Reflex Panel - (Specific Tests by Allergen)	14
	e) C-Reactive Protein – Traditional*	15
4)	70 - 4- 91	10
4)		
	a) Cholesterol Panel – Traditional*	1
	b) Diabetes (A1c) – Traditional*	9
	c) Thyroid (TSH) – Traditional*	2
	d) Anemia Meter	5
	e) Prostate (PSA) – Traditional*	3
	f) Allergy Screen (IgE) – Traditional*	4
	g) Rapid Liver (ALT)	10
5)	Professional Healthcare	
•	a) Developed	
	i) Anemia Hemo-Quant	o
	ii) Allergy Screen (IgE) – Traditional*	8
	iii) IgE-Mediated Allergic Asthma Panel – Traditional*	4
	iv) Prostate (PSA) – Traditional*	17
	v) Thyroid (TSH) – Traditional*	3
	vi) Liver Panel (GGT, AST, ALT) – Traditional*	2
	b) In Development	17
	i) Rapid Allergy Array	10 10 1
	ii) Rapid PSA	12, 13, 14
	iii) Rapid Liver Function (ALT)	11 10
	· · · · · ·	117

			Page
6)		timate Health Club – Internet & Nutraceuticals	
		Cholesterol Panel – Traditional*	1
		Diabetes (A1c) – Traditional*	9
		Thyroid (TSH) – Traditional	2
	-	Anemia Meter	5
		Prostate (PSA) – Traditional*	3
		Allergy Screen – Traditional*	4
	g)	Rapid Liver (ALT)	10
7)	Pr	oducts by Disease State	
		Anemia	
		i) Anemia Meter	5
		ii) Anemia Pro	6
		iii) Anemia Sure	7
		iv) Anemia Hemo-Quant	8
	b)	Coronary Heart Disease	
		i) Cholesterol Panel - Traditional*	1
		ii) C-Reactive Protein – Traditional*	15
		iii) Anemia Meter	5
		iv) Anemia Pro	6
		v) Anemia Sure	7
		vi) Anemia Hemo-Quant	8
	c)	Diabetes	· ·
		i) Diabetes (A1c) – Traditional*	9
		ii) Thyroid (TSH) – Traditional*	2
		iii) Cholesterol Panel – Traditional*	1
	d)	Oncology	1
	,	i) Prostate (PSA) – Traditional*	2
		ii) Thyroid (TSH) – Traditional*	3
		iii) Anemia Meter	2 5
		iv) Anemia Pro	
		v) Anemia Sure	6
		·	7
		vi) Hemo-Quant	8
		vii) Rapid Liver Function (ALT)	10
	e)	Men's Health	
		i) Prostate Disease (PSA) – Traditional*	3
	f)	Women's Health	
		i) Thyroid (TSH) – Traditional*	. 2
		ii) Anemia Meter	5
•		echnical Bulletins	
9)	Ne	ew Products for or in Development	
	1)	Liver Enzymes (GGT, AST & ALT)	
	2)	C-Reactive Protein (CRP)	
	3)	Rapid Allergy Screen (IgE)	
		Rapid Allergy Panel	
		Rapid Allergy Reflex Panel (Specifics)	
		Rapid Prostate Disease (PSA)	
	7)	Serum Rx Drug Tests (Digoxin, Phenytoin & Theophylline)	
	-	Electrolytes (Na. K. Ca. Mg. Cl. HPO4. HCO3)	

- 9) Serum Iron
- 10) Rapid Allergy Tests Acute Care
  - a) Heparin
  - b) Wheat
  - c) Peanut
  - d) Latex
- 11) CBC (5 part differential)
- 12) CBC plus SMAC
- 13) Rheumatoid Arthritis (Rheumatoid Factor RF)
- 14) Estrogen Receptors for Breast Cancer (BRCA)
- 15) Cardiac Markers (Troponins, BNP, Ischemia-Modified Albumin, CK-MB, Myoglobin)
- 16) Hepatitis C: Antibody Test
- 17) Hepatitis C: Viral Load and Genotyping
- 18) Hepatitis B Testing: See Hepatitis C
- 19) Neutralizing Antibodies (Interferon)
- 20) Neutralizing Antibodies (Remicade)
- 21) Hemophilia
- 22) Rapid Neutropenia (Quantitative)

#### BIOSAFE CHOLESTEROL PANEL

Disease Category:

Coronary Heart Disease

Disease State: Product:

Cholesterol Management BIOSAFE Cholesterol Panel

Including Total Cholesterol, HDL, LDL and Triglycerides

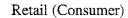
a.k.a. BIOSAFE Lipid Panel

#### **Product Description:**

The micro sample blood test is a self-contained collection kit FDA approved for patient self-collection or professional use. The test reports all four lipid fractions: total cholesterol, HDL cholesterol, LDL cholesterol, and triglycerides. BIOSAFE has obtained certification from the National Cholesterol Education Program (NCEP) by conducting comparisons of results obtained at BIOSAFE Laboratories with those obtained at a CDC Cholesterol Reference Method Laboratory Network (CRMLN).

#### Packaging:

Professional Use





#### Report Format:



#### Markets:

- Large Pharma in support of marketing and drug persistency programs
- Disease Management in support of coronary heart disease and high cholesterol patients
- Retail Drug Retail Product; Customer screening programs
- Clinical Trial & Research

#### Selected Customers by Category:

- Pharmaceutical Companies: Merck, AstraZeneca, Bristol Meyers, Bayer, Johnson & Johnson
- Disease Management & Pharmacy Benefit Managers: Caremark, Matria, CCS, Focused Healthcare Solutions, CorSolutions, Shipps
- Retail Drug: Albertsons, Safeway, Osco, Kroger (Ralph's)
- Clinical Trial & Research: University of Michigan, Research Triangle Institute, Stanford

#### **BIOSAFE THYROID TEST (TSH)**

Disease Category:

Thyroid Disease

Disease State:

Hypothyroidism, Hyperthyroidism, Disease Detection and Management

Product: BIOSAFE Thyroid Disease - A measure of TSH

a.k.a. BIOSAFE TSH Test

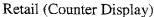
#### **Product Description:**

The micro sample blood test is a self-contained collection kit FDA approved for patient self-collection or professional use. The test reports TSH levels as measured in the patient's blood. Report of results are presented in a user-friendly format easy

to read and self explanatory for the consumer. Packaging is available for both the physician and the consumer. Test is used to monitor, detect, and aid in the diagnosis of Thyroid disease. Test is appropriate for both hypothyroidism and hyperthyroidism.

#### Packaging:

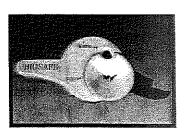
Retail (Consumer)







#### **BIOSAFE Blood Transport System (BTS)**



#### Markets:

- Large Pharma in support of marketing and drug persistency programs
- Disease Management in support of thyroid disease and weight management
- Retail Drug Retail Product; Customer screening programs
- Clinical Trial & Research

#### Selected Customers by Category:

- Pharmaceutical Companies: King Phymaceuticals (Maker of Levoxal®)
- Retail Drug: Albertsons, Safeway, Osco, Kroger (Ralph's), CVS

# BIOSAFE PROSTATE TEST (PSA)

Disease Category:

Men's Health - Diagnosis and Disease Management

Disease State:

Prostate Disease

Product:

BIOSAFE Prostate Test a.k.a. BIOSAFE PSA

#### **Product Description:**

The micro sample blood test is a self-contained collection kit approved for patient self-collection or professional use. The consumer or physician collects 3 drops of blood from the patient and mails the blood sample to BIOSAFE's laboratory for analysis. BIOSAFE Laboratories produces

a consumer friendly report. The user receives quantitative results from the test. No longer will it be necessary to go to a doctor's office or a laboratory to draw blood and then wait a period of time for the results. From a few drops of blood obtained from a finger nick, a quantitative PSA determination, with clinical accuracy, is obtained. The BIOSAFE Prostate Test is appropriate for male consumers who suffer the symptoms of prostate disease, including difficulty in urination, frequent or urgent need to urinate and painful urination or who have a history of prostate disease. The test instructions direct the user to take the results from the test to his physician for consultation.

#### Packaging:

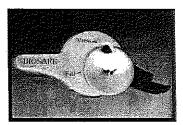
Professional Use



Retail (Consumer)



BIOSAFE Blood Transportation System



#### Markets:

- Large Pharma in support of marketing and drug persistency programs
- Disease Management in support of prostate disease screening programs and prostate disease management
- Retail Drug Retail Product; Customer screening programs
- Clinical Trial & Research

#### Selected Customers by Category:

- Disease Management & Pharmacy Benefit Managers: Caremark, Matria, CCS, Focused Healthcare Solutions, CorSolutions, Shipps
- Retail Drug: Albertsons, Safeway, Osco, Kroger (Ralph's), CVS

#### **BIOSAFE ALLERGY SCREEN** (Lab-based IgE Test)

Disease Category:

General Allergies

Disease State:

Product:

Indoor Allergies, Outdoor Allergies, Allergie Asthma BIOSAFE Allergy Test - a general allergy screen using a

sample collection kit and lab processing and reporting

a.k.a. BIOSAFE IgE Test - Lab based

#### **Product Description:**

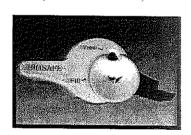
The micro sample blood test is a self-contained collection kit FDA approved for patient self-collection or professional use. The test reports serum IgE levels as measured in the patient's blood. Report of results are presented in a user-friendly format easy to read and is self explanatory for the consumer. Packaging is available for both the physician and the consumer. This test is used to monitor, detect, aid in the diagnosis of allergies. Test is appropriate for indoor, outdoor, food and animal allergies.

#### **Packaging**

Professional Use

#### **Samples Collection Device** BIOSAFE Blood Transportation System (BIOSAFE BTS)





#### Markets

Allergy is the world's leading disease and as a result, markets for allergy testing are enormous. More people suffer from allergies than from any other single illness. World health authorities estimate that one in five persons is affected by allergies. According to recent studies, 142 million people in the US suffer from Upper Respiratory Distress and Sinusitis - that is approximately ½ of the US population. The product provides many benefits to both the physician and the patient, including, in office or home use, clinical accuracy, no unnecessary testing, convenience, and perhaps best of all, no pain and lower cost.

#### Facts About Allergies and the Allergy Market:

- 50 million people have Allergic Rhinitis (1)
- 50 million people have non-Allergic Rhinitis (1)
- 42 million people have Sinusitis<sup>(1)</sup>, of which 33 million suffer Chronic Sinusitis <sup>(5)</sup>
- Chronic Allergies limit the activity of 40% of children in the US (5)
- Seasonal Allergies cost payors \$ 4.5 billion annually in medical care (5)
- Allergies are the leading cause of loss of employee productivity on the job (4)
- Allergies are responsible for 3.5 million lost US workdays each year (5)
- Allergy sufferers account for more than 8.4 million physician visits per year (5) •

#### References

- Source: Dialogues in redefining Rhinitis, Vol. No. 1 & 4, Office of Continuing Medical Education, UCLA School of Medicine
- Kalamazoo, Mich.; Pharmacia & Upjohn; 1999, Publication 99050.
- Steinbach s, et al. Diagnostic assessment and resource utilization in patients prescribed non-sedating antihistamines. March 2001, Philadelphia, Pa. (3)
- Burton and Conti, Disease Management, Vol. 1, November 1998
- Asthma and Allergy Foundation of America

#### BIOSAFE ANEMIA Meter<sup>TM</sup>

Rapid Anemia Test

Disease Category:

Anemia

Disease State:

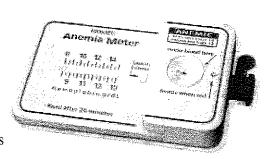
Chronic Kidney Disease, HIV, Oncology, Diabetes, Anemia

Product:

BIOSAFE Anemia Meter<sup>TM</sup> Rapid Anemia Test

#### **Product Description:**

Low cost, single use, disposable unit is for consumer and professional use. Designed and developed by BIOSAFE's research and development team to measure hemoglobin levels, this FDA approved and CLIA waived device provides a result in 20 minutes that is both easy to understand and as accurate as a standard laboratory analysis. The consumer friendly design of this product makes it especially easy to use for the first time user.



Packaging: Professional Use



Retail (Consumer)



#### Markets:

- Large Pharma in support of marketing and drug persistency programs
- Retail Drug Retail Product; Customer screening programs
- Web-based Retail on-line retail drug stores
- Foreign Market as an instant test, no local lab is required
- Clinical Trial & Research

#### Selected Customers:

- Retail Drug: CVS, Walgreens, Safeway, Kroger (Ralph's)
- Web-based Retail: Amazon
- Medical Supply & Wholesale Distributors: Kinray, McKesson
- Foreign Markets: Greece (VI Pharma); Italy

#### **Competitive Advantages:**

BIOSAFE Anemia Meter<sup>TM</sup> Rapid Anemia Test:

- FDA approved; CLIA waived
- No equipment to buy
- Results in 20 minutes
- Single-Use, Rapid Response Anemia Device
- As accurate as a laboratory test
- A quick and convenient way for physicians to test patients in the office

#### BIOSAFE AnemiaProTM

Rapid Anemia Test

Disease Category:

Anemia

Disease State:

Chronic Kidney Disease, HIV, Oncology, Diabetes, Anemia

Product:

BIOSAFE AnemiaProTM Rapid Anemia Test

#### **Product Description:**

Low cost, single use, disposable unit is for consumer and professional use. Designed and developed by BIOSAFE's research and development team to measure hemoglobin levels, this FDA approved and CLIA waived device provides a result in 20 minutes that is both easy to understand and as accurate

as a standard laboratory analysis. The product is available free of charge to chronic kidney disease, HIV, oncology and diabetes patients though Johnson and Johnson's OrthoBiotech Group in support of Procrit<sup>®</sup>.



- Primary Care Physicians
- Magazines
- Television
- Website: www.anemiapro.com

#### **Examples of Promotions:**

Television: Spokes Person Alonzo Mourning



#### **Competitive Advantages:**

BIOSAFE AnemiaPro<sup>TM</sup> Rapid Anemia Test:

- FDA approved; CLIA waived
- No equipment to buy
- Results in 20 minutes
- Single-Use, Rapid Response Anemia Device
- As accurate as a laboratory test
- A quick and convenient way for physicians to test patients in the office

Print Advertising

